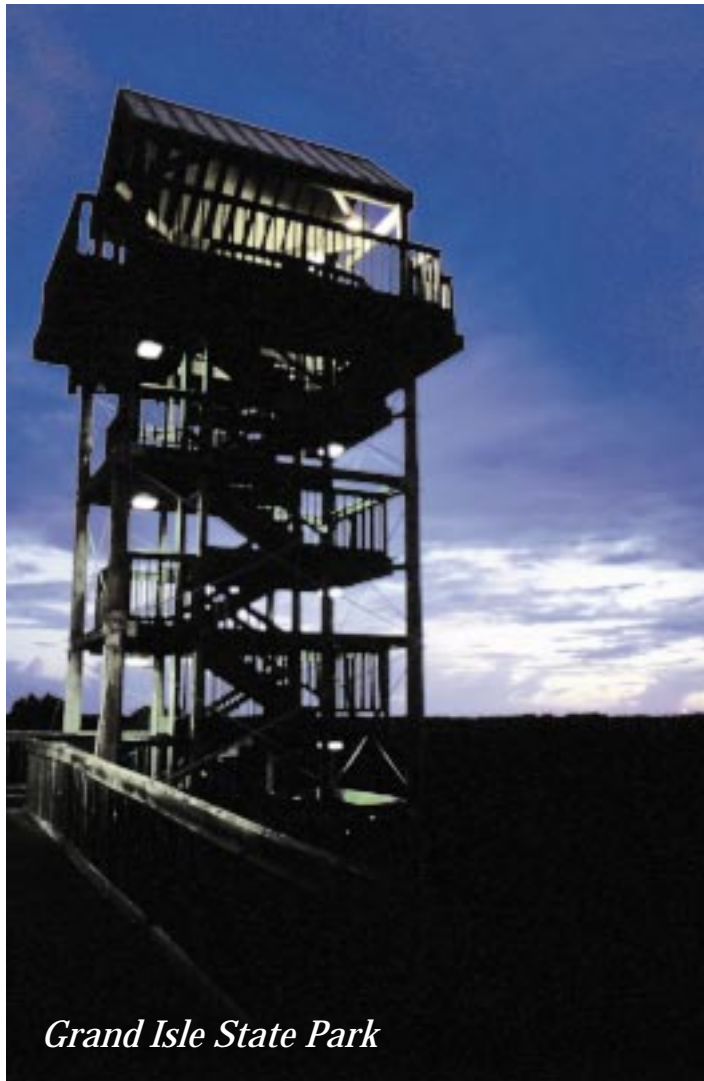


OBJECTIVE : Promote the Value of Specific Office of State Parks Holdings Through the Development of Sound Management, Preservation and Interpretive Standards.

ACTION : Develop a strong link to education programs in schools.

An alliance between the Office of State Parks and various educational institutions and programs is an excellent way for parks to assist in early development of an environmental ethic and to gain park constituency. Opportunities exist to:

1. Provide programs related to science, natural resources, cultural heritage, the arts, and social sciences.
2. Provide for school day trips to sites to take advantage of interpretive programs.
3. Research sites for university graduate students.
4. Develop World Wide Web pages to provide students with information for use in their courses of study.
5. Actively participate in appropriately developed educational programs.



ACTION : Provide a visitor's information center at each holding.

This center would provide the visitor with an overview of the park and its region and information on the activities and facilities available. The visitor would receive up-to-date park information including information on area attractions, guides, rentals, and a map of the park. This is currently available at some of the holdings and should be extended to all holdings.

ACTION : Provide interpretive personnel and programs.

One of the greatest needs at all park sites is for interpretive programs directed by the Office of State Parks personnel. This need was identified by managers, Office of State Parks staff, surveys and through visitation and observation by consultants.

OBJECTIVE : Promote and Market All Aspects of the Louisiana State Parks System, and Its Economic Value to the State, to the Public, the Potential Tourist, the Legislature and Other User and Support Groups.

ACTION : Establish and promote the economic value of the Louisiana State Parks System to the state's economy.

The message to promote is the significant economic value of the Louisiana State Parks System to the state and the relationship of this value to the quality of facilities and experiences people have when visiting them. Quality is dependent upon good design, maintenance, treatment by park personnel, interpretation and programming, and location and relationship to other activities in the region. To reach its full economic potential, the state must provide adequate funding of Office of State Parks holdings and personnel on a consistent basis. This funding will provide a higher level of visitor satisfaction which will result in repeated usage of Louisiana's state parks, state commemorative areas, and state preservation areas. This, in turn, will bring more money into Louisiana's economy.

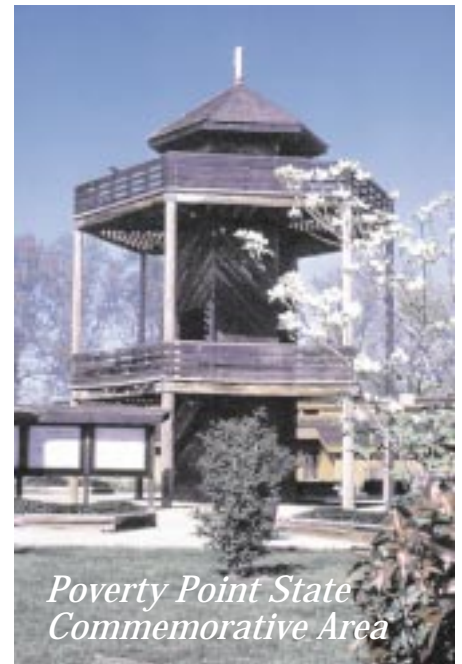
ACTION : Hire an in-house marketing specialist.

While the Office of State Parks is within the same department as the Office of Tourism, the agencies have different agendas. The Office of State Parks should have a specialist who understands state parks, state commemorative areas, and state preservation areas to develop and maintain an in-house strategy for marketing facilities and resources.

ACTION : Develop a marketing strategy to increase public awareness of the Louisiana State Parks System.

The holdings of the Louisiana State Parks System are a great economic force in the state's economy. The economic potential of the sites, equipment, staff and programs can be realized if support is given to properly and effectively market the Office of State Parks resources. A marketing program may include:

1. A focus to attract overnight visits to sites by people in the area for other events.
2. Creation of a specific image or "theme" for each site such as "Gulf Fishing," "Sailing," "Civil War," "Colonial Louisiana," etc. . .
3. Use of multi-media to promote the interests of the Office of State Parks, including newspapers, radio, television spots, and on-line computer information such as the World Wide Web.
4. Development of toll-free access numbers for park reservations and information, and an improved reservation system.
5. Update brochures and work with the Department of Transportation and Development on location and design of signage. Brochures should be made available at state tourism Welcome Centers, and each site should have brochures available on all other state parks, state commemorative areas and state preservation areas.



Actions Relating to State Parks

Over the past twenty years the Office of State Parks has successfully acquired and developed many quality state parks which provide recreational and educational opportunities in a natural setting. While much development has occurred since 1975, there is still a need for additional parks. The 1975 - 1990 goals for acquisition and development for state parks in Regions 1 - 6 were not completely met and current demand figures established in this plan indicate that acquisition and development of new state parks in these regions is needed. Development of new state parks in these regions will meet the demand figures established and should, to the extent possible, create recreational clusters between Office of State Parks holdings and other recreational resources. The 1975 - 1990 goals for development of state parks in Regions 7 and 8 were largely met, and demand figures, established in this plan, indicate that development of new state parks in these regions are not currently needed.

This plan recommends an estimated \$269,166,413 in acquisition and development for new and existing state parks over the next fifteen-year period. All estimated costs are 1996 dollars and should be adjusted for inflation as years pass.

ACTION : Establish the following development goals for the next fifteen years:

1. Continue to develop new facilities, and interpretive and educational programs which will enhance the recreational and educational experience at existing state parks.
2. Complement existing holdings by developing new sites which will provide a high quality recreational and educational opportunity in the planning regions in need of new state parks.
3. Develop recreational clusters between Office of State Parks holdings and natural

resources, such as a series of state parks which would provide access to the Gulf Coast.

- 4) Provide interpretive and recreational programming to enhance the overall experience.
- 5) Develop and institute a comprehensive resource management plan for all state parks.

ACTION : Develop, renovate and acquire facilities or elements which are:

1. Included in current master plans, but not completed or acquired, and
2. determined to be necessary to improve the recreational and educational experiences of a state park, or
3. are needed to help meet the criteria for state parks.

State parks have been developed to provide access to specific natural resources for Louisianians and out-of-state visitors. These resources should be developed to maximize the experience without degrading the integrity of the natural resources. All of the existing sites are in need of additional facilities and/or upgrading of existing facilities to maximize the recreational opportunities of each holding. Additional facilities and programs are important for the overall quality of the Louisiana State Parks System and should be pursued on a statewide basis.

